

Arkwood Post ROD
Communication Strategy

Ellen
looks good
BW

9/28 RA signs ROD

9/28 Notification/explanation of ROD
i.e. rationale and sensitivity
design possibilities
to Congressional delegation
Mayor Jake Arnold
Superintendent David Land
Harrison Daily and FM station

Goetz
*Bondy
*Bondy
Meacham

10/1 Contractor briefing/training on ROD
on community concerns and culture
site specifics

Bondy
Greeney
Truskowski

10/2 Interview by local FM KHOZ Bill Boswell
Interview by Harrison Daily Ginger Shiras
explain/stress rationale
design possibilities to be sensitive
to school/citizens' concerns
explain local presence of contractor
and purpose

*Bondy/Meacham
*Bondy/Meacham

10/2-30 Contractor personnel in Omaha
Face to face with local petitioners
Cricket Road residents, school board
Town aldermen

PRC staff

10/5 Dear Resident letter explaining rationale
to all petitioners

Greeney

10/5 Calls to Mayor Arnold, Superintendent Land
Followup on any questions
Reassure purpose of EPA/ROD - protection
Reiterate design possibilities
Explain purpose of contractor and upcoming
"storefront" office

Greeney

10/10 Call-in talk show on FM/Boswell's show

*Bondy/Meacham

10/10 Ad in news for local storefront rep

Greeney

Interview/hire/select location for "office"
Contact utilities (phone, answering machine,
electricity) signs, supplies

PRC/Greeney

As soon as \$ Congressional briefing in D.C. *in Little Rock* Becker

10/22 Flyer announcing selection/purpose of local rep Greeney

10/23-24 Train rep

Greeney, PRC
Truskowski, Bondy

11/1 Storefront opens

9490102



Any possibility
mailing here?
or postcard
that info
will follow

LIVE?
I don't
think
that's a
good idea

No!

Nov -
trial
burn

Local rep begins face to face with local
petitioners 20 hours per week estimated

11/13-14

EPA Open house, door to door

Greeney, Bondy
Truskowski

As soon as
travel \$
available

EPA visits with local citizens
(monthly)

Greeney
Truskowski

January 91

Incineration technology workshop

Wicklund
Bondy
Greeney

Statement of Work

Arkwood

Arkwood Inc., is near Omaha, Boone County, Arkansas. The site is a 20-acre wood treatment facility proposed for addition to the National Priorities List in 1985 and formally included in 1989.

Contractor will:

- ☐ Provide for full-time contractor presence in Omaha, Arkansas during October 1990 to serve as liaison between community, local officials, and EPA.
- ☐ Provide for a part-time specialist in Omaha to serve as a liaison between residents and regulatory agencies through FY91, estimated 20 - 30 hours per week.
- ☐ Research and coordinate responses for citizens' questions and concerns.
- ☐ Provide for office space, utilities, and office furniture in Omaha.
- ☐ Provide travel opportunities for the specialist to ensure adequate training at EPA Region 6 office.
- ☐ Design a citizens' inquiry form to document all contacts and the resolution of each contact.
- ☐ Provide a copy of the completed forms for the previous month to EPA by the 5th of each month.
- ☐ Design and place employment ad in local newspaper to run in classified section.
- ☐ Travel to Omaha area to interview/hire, train if needed, and assist in storefront operations and open house (4 - 6 trips).
- ☐ Develop and plan for opening day of storefront week of November 5.
- ☐ Develop and mail flyer on storefront opening week of November 1. EPA will provide mailing labels for estimated 200 people, print 300 extra brochures.
- ☐ Develop, plan, and attend open house week of November 13.
- ☐ Set up meetings with local officials, school representatives, and local radio/newspaper personnel for EPA interviews, briefings, in October and November.
- ☐ Other CR techniques/activities deemed appropriate by EPA.

Deliverables:

Flyer, draft	week of October 15
Flyer, final & mailed	week of October 22
Ad, draft & final	week of October 8
Citizen Inquiry form	week of October 8
Citizen Inquiry forms, completed	5th of each month

ROUTING AND TRANSMITTAL SLIP

Date 9/14

TO: (Name, office symbol, room number, building, Agency/Post)	Initials	Date
1. <i>Betty</i>		
2. <i>Steve</i>		
3. <i>Bundy</i>		
4. Ellen, 6H-M		
5.		

Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
Circulate	For Your Information	See Me
Comment	Investigate	Signature
Coordination	Justify	

REMARKS

My plan of
Attacks for Arkwood
Ellen - will you be reviewing this?
I have just I consent.

DO NOT use this form as a RECORD of approvals, concurrences, disposals, clearances, and similar actions

FROM: (Name, org. symbol, Agency/Post)	Room No.—Bldg.
<i>Ellen</i>	Phone No.

5041-102

• U.S. GPO. 1990 - 262-080

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